

IN THE CLAIMS:

Please amend claims 1, 62, 83, and 90 to clarify the claimed invention, as indicated in the following listing of claims, which replaces all prior versions and listings of claims in the application:

1. (Currently Amended) A method of advertising a Web site by making a sale offer over an electronic network system, comprising the steps of:
 - randomly generating an offer to purchase a product or service on the electronic network system at an offer price that is substantially equal to a delivery price associated with sending the offered product or service to the buyer, the delivery price being less than a current value of the offered product or service in a competitive market;
 - communicating the randomly generated offer through the electronic network system at an unknown start time after one or more potential buyers visit the Web site and for a predetermined duration of time ~~[[t₀]]~~ while the one or more potential buyers remain visiting the Web site ~~[[connected to the electronic network system]]~~;
 - completing the sale of the product or service at the offer price through the electronic network system in response to an acceptance of the offer at the offer price by a buyer visiting the Web site within the predetermined period of time;
 - and

removing the offer at the offer price from the electronic network system should the buyer visiting the Web site not accept the offer at the offer price within the predetermined period of time.

2-61. (Cancelled).

62. (Currently Amended) A method of advertising on a Web site by making a sale offer over an electronic network system, comprising:

randomly displaying at least one offer to accept a product or service at an offer price substantially equal to a delivery price of the offered product or service to one or more potential recipients visiting a Web site on the electronic network system at an unknown start time while the one or more potential recipients are visiting the Web site, the delivery price being substantially less than a current value of the offered product or service in a competitive marketplace;

providing an opportunity for the one or more potential recipients visiting the Web site on the electronic network system to accept the at least one randomly displayed offer within a limited duration of time;

receiving an indication of acceptance of the randomly displayed offer at the offer price from the one or more potential recipients visiting the Web site on the electronic network system;

completing the sale of the product or service through the electronic network system in response to an acceptance of the offer at the offer price by the

one or more potential recipients visiting the Web site on the electronic network system; and

removing the offer at the offer price from the Web site on the electronic network system should the one or more potential recipients visiting the Web site not accept the offer at the offer price within the limited duration of time.

63. (Previously Presented) The method of claim 62, wherein the step of randomly displaying the offer includes the step of providing a random frequency device for displaying the at least one sale offer in an unpredictable manner.
64. (Previously Presented) The method of claim 62, wherein the step of randomly displaying the offer includes displaying the offer to a potential recipient on the electronic network system for a predetermined duration of time.
65. (Previously Presented) The method of claim 62, wherein the step of randomly displaying the offer includes randomly displaying a plurality of offers on the electronic network system during a predetermined period of time.
66. (Previously Presented) The method of claim 65, further comprising controlling the frequency of randomly displaying the plurality of offers on the electronic network system.

67. (Previously Presented) The method of claim 66, wherein controlling the frequency of randomly displaying the plurality of offers includes increasing a number of unknown sale offer start times when a number of potential recipients on the electronic network system increases.
68. (Previously Presented) The method of claim 62, further comprising selecting one of a plurality of different types of product or services offered to the one or more potential recipients on the electronic network system.
69. (Previously Presented) The method of claim 62, further comprising selecting one of a plurality of different types of products or services offered based on a profile of the one or more potential recipients on the electronic network system.
70. (Previously Presented) The method of claim 69, wherein the profile of the one or more potential recipients on the electronic network system is based on a history of Internet web sites visited by the one or more potential recipients on the electronic network system.
71. (Previously Presented) The method of claim 69, wherein randomly generating an offer includes providing the seller with the opportunity to randomly display one of a plurality of different types of products or services on the electronic network system based on a plurality of different types of content displayed on the electronic network system.

72. (Previously Presented) The method of claim 69, wherein randomly generating an offer includes randomly displaying a first type of product or service that matches content displayed at a first location within the electronic network system and randomly displaying a second type of product or service that matches content displayed at a second location within the electronic network system.
73. (Canceled).
74. (Previously Presented) The method of claim 62, further comprising the steps of:
- receiving, through the electronic network system, a first indication of acceptance from a potential recipient on the electronic network system in response to the display of the at least one randomly generated sale offer;
 - displaying at least one term associated with the at least one randomly generated sale offer in response to the first indication of acceptance;
 - receiving a second indication of acceptance from the potential recipient on the electronic network system in response to the display of the at least one term associated with the at least one randomly generated sale offer;
 - displaying an acceptance form to the potential recipient on the electronic network system in response to the second indication of acceptance from the potential recipient;

receiving a third indication of acceptance from the potential recipient on the electronic network system in response to the display of the acceptance form for forming a purchase agreement concerning the offered product or service;

displaying at least one payment method option in response to the third indication of acceptance;

receiving at least one payment method selection from the potential recipient on the electronic network system in response to the display of the at least one payment method option;

transferring a sum corresponding to the selected payment method from the potential recipient to the seller; and

requesting delivery of the offered product or service to the potential recipient.

75. (Previously Presented) The method of claim 74, wherein the at least one term associated with the randomly generated sale offer comprises an offer price substantially equal to a delivery price associated with the sale offer transaction.
76. (Previously Presented) The method of claim 74, wherein the at least one term associated with the randomly generated sale offer comprises an offer price substantially equal to a delivery price associated with the sale offer transaction, the delivery price being less than a current price of the offered product or service in a competitive market.

77. (Previously Presented) The method of claim 74, wherein the at least one payment method option comprises a credit card payment option or a cash-upon-delivery payment option.
78. (Previously Presented) The method of claim 74, further comprising the step of withdrawing the at least one randomly generated sale offer in the event the potential recipient does not indicate acceptance within a predetermined period of time after the step of displaying the at least one randomly generated sale offer.
79. (Previously Presented) The method of claim 74, further comprising the step of withdrawing the at least one randomly generated sale offer in the event the potential recipient does not indicate acceptance within a predetermined period of time after the step of displaying the at least one term associated with the at least one randomly generated sale offer.
80. (Previously Presented) The method of claim 74, further comprising the step of withdrawing the at least one randomly generated sale offer in the event the potential recipient does not indicate acceptance within a predetermined period of time after the step of displaying the acceptance form.
81. (Previously Presented) The method of claim 74, further comprising the step of withdrawing the at least one randomly generated sale offer in the event the

potential recipient does not indicate acceptance within a predetermined period of time after the step of displaying the at least one payment method option.

82. (Previously Presented) The method of claim 74, further comprising the step of determining if a predetermined monetary amount is available to transfer from the potential recipient to the seller.

83. (Currently Amended) A method of advertising a Web site of an electronic network system by randomly offering products or services on the Web site ~~[[over an electronic network system]]~~, comprising:

providing a random frequency device for randomly displaying an offer to one or more potential recipients visiting the Web site on the electronic network system to accept a product or service at a offer price substantially equal to zero, the randomly displayed offer having an unpredictable start time;

providing an opportunity for the one or more potential recipients visiting the Web site on the electronic network system to accept the randomly displayed offer at the offer price within a predetermined duration of time;

receiving an indication of acceptance of the randomly displayed offer from the one or more potential recipients visiting the Web site on the electronic network system;

completing the sale of the product or service at the offer price through the electronic network system in response to an acceptance of the offer at the offer

price by the one or more potential recipients visiting the Web site on the electronic network system; and

removing the offer at the offer price from Web site on the electronic network system should the one or more potential recipients visiting the Web site not accept the offer at the offer price within the predetermined duration of time.

84. (Previously Presented) The method of claim 83, further comprising controlling the frequency of randomly displaying the plurality of offers on the electronic network system.
85. (Previously Presented) The method of claim 84, wherein controlling the frequency of randomly displaying the plurality of offers includes increasing a number of unknown sale offer start times when a number of potential recipients on the electronic network system increases.
86. (Previously Presented) The method of claim 83, further comprising selecting one of a plurality of different types of products or services offered based on a profile of the one or more potential recipients on the electronic network system.
87. (Previously Presented) The method of claim 86, wherein the profile of the one or more potential recipients on the electronic network system is based on a history of Internet web sites visited by the one or more potential recipients on the electronic network system.

88. (Previously Presented) The method of claim 83, wherein randomly generating an offer includes providing the seller with the opportunity to randomly display one of a plurality of different types of products or services on the electronic network system based on a plurality of different types of content displayed on the electronic network system.
89. (Previously Presented) The method of claim 83, wherein the electronic network system comprises a plurality of rooms each displaying different types of content, and the step of randomly generating an offer includes randomly displaying a first type of product or service that matches content displayed at a first room within the electronic network system and randomly displaying a second type of product or service that matches content displayed at a second room within the electronic network system.
90. (Currently Amended) A method of advertising a Web site on an electronic network system by randomly offering products or services on the Web site ~~[[over an electronic network system]]~~, comprising:
- a step for randomly displaying an offer to one or more potential recipients visiting the Web site on the electronic network system to accept a product or service at ~~[[a]]~~ an offer price substantially equal to zero plus a cost associated with shipping the product or service to the buyer, the randomly displayed offer having an unpredictable start time;

a step for providing an opportunity for the one or more potential recipients visiting the Web site on the electronic network system to accept the randomly displayed offer at the offer price within a predetermined duration of time;

a step for receiving an indication of acceptance of the randomly displayed offer at the offer price from the one or more potential recipients visiting the Web site on the electronic network system;

a step for completing the sale of the product or service at the offer price through the electronic network system in response to an acceptance of the offer at the offer price by the one or more potential recipients visiting the Web site on the electronic network system; and

a step for removing the offer from the electronic network system should the one or more potential recipients visiting the Web site not accept the offer at the offer price within the predetermined duration of time.

91. (Previously Presented) The method of claim 90, further comprising a step for controlling the frequency of randomly displaying the plurality of offers on the electronic network system.
92. (Previously Presented) The method of claim 91, wherein controlling the frequency of randomly displaying the plurality of offers includes increasing a number of unknown sale offer start times when a number of potential recipients on the electronic network system increases.

93. (Previously Presented) The method of claim 90, further comprising a step for selecting one of a plurality of different types of products or services offered based on a profile of the one or more potential recipients on the electronic network system.
94. (Previously Presented) The method of claim 93, wherein the profile of the one or more potential recipients on the electronic network system is based on a history of Internet web sites visited by the one or more potential recipients on the electronic network system.
95. (Previously Presented) The method of claim 90, wherein randomly generating an offer includes providing the seller with the opportunity to randomly display one of a plurality of different types of products or services on the electronic network system based on a plurality of different types of content displayed on the electronic network system.
96. (Previously Presented) The method of claim 90, wherein the electronic network system comprises a plurality of rooms each displaying different types of content, and the step for randomly generating an offer includes randomly displaying a first type of product or service that matches content displayed at a first room within the electronic network system and randomly displaying a second type of product or service that matches content displayed at a second room within the electronic network system.